



MANGALORE UNIVERSITY

DEPARTMENT OF BUSINESS ADMINISTRATION

MBA - TOURISM AND TRAVEL MANAGEMENT(MBA TTM)

TMH- 404: TRAVEL OPERATIONS AND CONSULTANCY

Credits: 4

Learning Objectives:

1. To provide an all-round idea about the importance of travel consultants in today's world scenario.
2. To make the students aware of the history, functions and types of travel agents and tour operators.

Learning Outcome:

1. Equip the students to work manage and operate a travel consultancy service.

Pedagogy: Lectures, seminars, group discussion, presentations, implant training

UNIT I History and growth of travel agency businesses -Emergence of Thomas Cook- Emergence of Travel Intermediaries- Definition- The travel Market: Business Travel- Corporate Travel- Commercial Group Travel- Institutional Travel- Leisure Travel- Family Travel- Single Resort Travel- Special Interest Travel. Types of travel agency and tour operations- Inter-relationship between Travel agency and tour operation. Indian travel agents and tour operators- an overview. Differentiation, inter-relationship of travel agents and tour operators and principles of present business trends and future prospects, problems and issues.

UNIT II Travel agency/Tour operations- Functions- Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator- IATA & DOT Approval- Approval from various government bodies-Organization structure of a travel agency or tour operation and staffing. Travel Documentation: Passports-various types and requirements- Procedure to apply for passport. VISA- various types and requirements-Documents required for foreigners to visit India

UNIT III The Modern Tour Industry – Package tours – Custom Tours – Tour Wholesalers – Types of Package Tours: Independent Package, hosted tour, escorted tour, sight-seeing tours - Group, Incentive and convention tour –Mass Market Package holidays – Types of Tour Operators: Specialist tour operators, Outbound – Inbound and Domestic tour operators, Tour operators reliance on other organizations.

UNIT IV Components of Package Tour – Basic Principles on packaging – factors affecting tour design and selection–Planning and producing a tour- Process. Domestic ticketing and reservations- Major domestic airline and airport codes.

UNIT V Itinerary Preparation and Costing -Tips and steps for itinerary planning, Do's and do not of itinerary preparation, limitation and constrains. Itinerary preparation for inbound, outbound, domestic and common interest tours. Factors affecting in tour costs- Components of tour costs- Tour cost sheet- Confidential tariff- Pricing of tour- Different pricing strategies.

UNIT VI Tour operational Techniques - Departure – Hotel Procedure – Aboard the Bus /Coach – Emergency procedures – Finance and accounting – Food and Beverages – Transportation Delays – Expulsion of Tour Member – Handling Company Money – Reservation of Tourist: Accommodation – Hotel Reservation –Types - Meal plans and Codes – Room Rate, information requirements.

References:

1. Kapoor Bimal Kumar and Murali (2005), Travel Agency and Ticketing, Sterling Publishers Pvt Ltd, New Delhi.
2. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
3. Negi Jag Mohan, (2004), Air Travel, Ticketing and fare Construction, Kanishka Publishing House, New Delhi
4. Chand Mohinder, Travel Agency Management, Anmol Publishers, New Delhi.
5. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
6. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
7. Babu, A Satish, Tourism development in India, APH- New Delhi.
8. Dennis L. & Foseter (2001), Glencoe an Introduction to Travel & Tourism, McGraw-Hill International.
9. Pran Nath Seth, Successful Tourism Management, Sterling Publishers Pvt Ltd, New Delhi.
10. J.M.S. Negi (2009), Travel Agency and Tour Operation, Concepts and Principles, Kanishka Publishers, New Delhi.

